

A BROWSER REWIND AND REPLAY FEATURE
FOR TRANSIENT MESSAGES WHEREIN THE MESSAGES
ARE STORED AUTOMATICALLY WHEN THEY ARE INITIALLY RENDERED
AND REPLAYED WHEN SELECTED

5

ABSTRACT OF THE DISCLOSURE

10

A system, method and program of the invention enables a user to view, at a later time, transitory messages , e.g., advertisements, that the user may have previously missed.

- 15 The multimedia objects containing the messages are stored automatically without user action when the multimedia object is rendered at the client. In response to a user action, a list of the stored multimedia objects are displayed to the user along with selectable controls for rewinding and
- 20 replaying the list of stored multimedia objects. The user may select each multimedia object from the list one at a time for replaying, or the user can use the selectable controls to replay or rewind a succession of the stored multimedia objects. The multimedia objects may include an
- 25 animated GIF multimedia object, a moving picture type multimedia object, a vector graphic multimedia object, and a static image multimedia object.

30